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42,82

DIXIE ROSE NURSERY

P. O. Drawer 30
TYLER, TEXAS



*"The Finest Roses Come
from Dixie"*

SEC. 562 P. L. & R.

U. S. POSTAGE

PAID

TYLER, TEXAS

PERMIT No. 83

Return Postage Guaranteed

Division of Fruit & Vegetable,
Plant Industry, U. S. DEPT
Washington, D. C. AGRICULTURE

You Can Profit By Reading

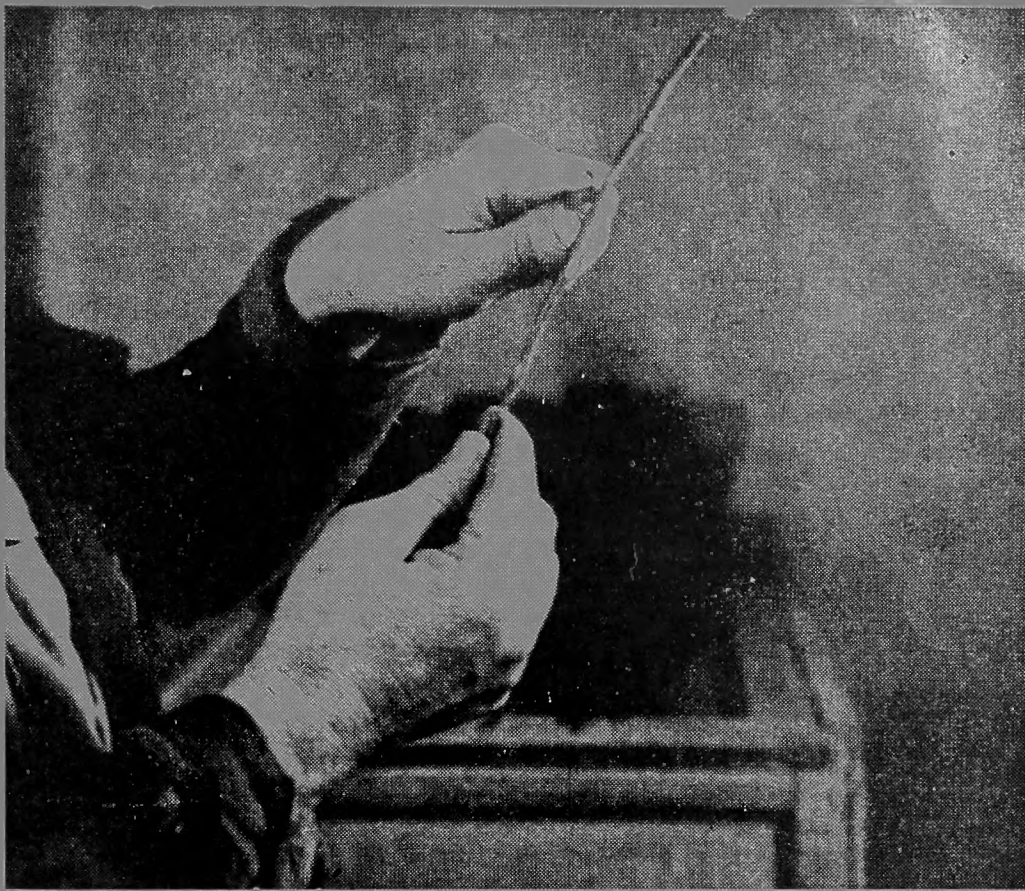
In Order That Our Customers May Have a Better Idea of the Methods and Extent of Our Rose Growing

De-Budding Prevents Suckers

(RIGHT)

Dixie takes pride in its leadership in good rose growing methods. De-budding has been common nursery practice with us for 35 years. It has been general nursery practice in the Tyler section for only about six years.

This is a close-up of de-budding an eight-inch rose cutting. All "eyes" or "buds" are being removed by a sharp knife except the two at the top. After planting, the cutting forms roots at the bottom and branches at the top. De-budding is practised to prevent growth of "suckers" or wild sprouts from the base of a fine, finished, budded rosebush. When roses were grown on their own roots, "suckering" was not objectionable. Now, since most field-grown roses are budded on hardy root stocks (rooted cuttings), sprouts from the root-stock are ruinous; and being nearest to the source of plant food and moisture, they sap the energy of the fine plant, and eventually cause the death of the budded top.



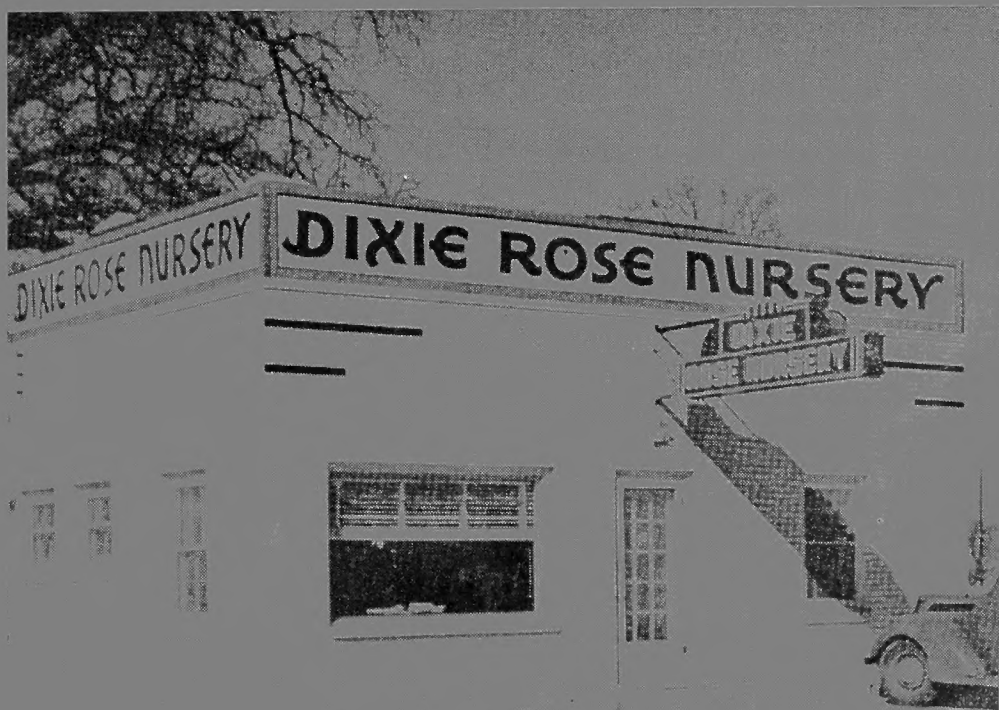
Good Production Without Competent, Conscientious

Rose Roots Out of the Ground or a Moist Packing Medium, Are Like Fish Out of Water

Our Office Is Not the Most Important Part of our Nursery

(RIGHT)

Too many "nurseries" are all office. Some states force them to call themselves dealers if they do not grow their own stock. We are proud of our well-rounded organization. Each department—growing, harvesting, shipping and general office work—is headed by a man of from ten to thirty-five years experience in exclusive rose work. This knowledge enters into every transaction.



ing This Production Story!

We Suggest a Close Study of the Photographs On This Page and the Descriptive Matter With Each One

Forty-Acre Rose Field

(RIGHT)

Here's our forty-acre, sandy loam field, that has never been in roses before. It has plenty of humus and is free from roses disease. This field holds 524,604 cuttings. Other fields bring our total to much above this.

The ridge smoothed and marked, the cutting planter's only duty is to stick the cutting at the clearly defined intersection of the disc-blade slit and the horizontal 8-inch line of the rolling marker. Thus the cuttings are planted in perfectly straight line with accurate spacing.



ious Harvesting and Packing Can Defeat You

The Shortest Distance Between Two Points is a Straight Line—From Our Fields—To Our House—To YOU

A Busy Scene In One Corner of Our Pack- ing Plant

(RIGHT)

Our Nursery Inspection Bureau lists some 400 East Texas rose growers and jobbers. Probably less that a dozen of these growers have a nursery house for the protection of rose bushes as they are being prepared for shipment.

The old adage "When you get sick send for a doctor" is still good advice. We want to add—"and be sure you don't get a horse-doctor."

Not a man in the packing house scene has been with Dixie less than eight years; the head packer has packed roses for twenty years. Each of the four key men is a rose expert in his own right.



A Finished Rose Field—Ready for Market

You have read the story, which covers an elapsed time of two years, from the original stock-cutting to the field of finished roses. One important step, budding—the transfer of the fine variety to the root stock, has been omitted because of lack of space. However the picture of this field shows the results of this important phase, carried out by our own, long time, skilled employees.



PART OF ONE OF OUR LARGE FIELDS OF BLOOMING ROSES. THE CULMINATION OF 35 YEARS OF ROSE GROWING EXPERIENCE

IMPORTANT MESSAGE

TO PROSPECTIVE ROSE BUYERS

We know that the average purchaser of rose plants must necessarily be perplexed at the multitude of radio, department store, mail order and catalogue offerings of rose bushes at widely varying prices. Each offer is usually couched in the most glowing terms and persuasive language.

With our personal knowledge of rose facts and values, if we were placed in the position of a consumer, we would narrow down our prospective sources of purchase by two simple methods.

FIRST:—We would use the same common sense in purchasing roses that we use in any other business transaction, i. e.: trade with some one who is known to be reliable and experienced in the line of merchandising his practices.

SECOND:—We would convince ourselves of the sincerity of the dealer. We would ask ourselves: "Does he really care whether we get good roses or does he merely have some rose plants to sell?" The answer to this question would frequently eliminate many dealers who advertise their plants as "The Cream of the Crop," "Prime two-year old plants", and "Fine field grown—all two years old."

These collective advertising phrases tell just a part of the truth—the men who use them know grades. Jobbers always buy by grade and nurserymen sell to each other by grade. It is only right that the customer should know and purchase by grade.

It should not be construed that we think the No. 1½ or No. 2 grade roses are not worth the amount for which they should legitimately sell. The fact is that a large section of the buying public purchases them unwittingly, believing they are getting a bargain price for the best.

This is consumer's day. The prospective planter need not spend a penny more than is positively necessary. It is not economy, however, to give a garden spot the thorough preparation that is necessary for a successful rose bed and unknowingly to fill this bed with plants of poor quality.

We are Rose-growers—we desire your future good will—we are interested in furnishing you with good plants of whatever grade and price you desire.

DIXIE ROSE NURSERY.

A. F. Watkins.

J. C. Watkins.

Don't Be Misled - -
Let's Study Rose
Grades!

All plants shown here are "Two-year old, field grown, budded bushes." They are all of the SAME VARIETY and dug from the same row.

The average row of well grown roses grades out about as follows: No. 1 grade—50 per cent; No. 1½—30 per cent; No. 2—15 per cent; No. 3—5 per cent.

Poorly grown roses contain many more plants of the lighter grades. No. 1½ grade at wholesale is worth 30 per cent less than No. 1; No. 2 grade, 50 per cent less; No. 3 grade, 75 per cent less.

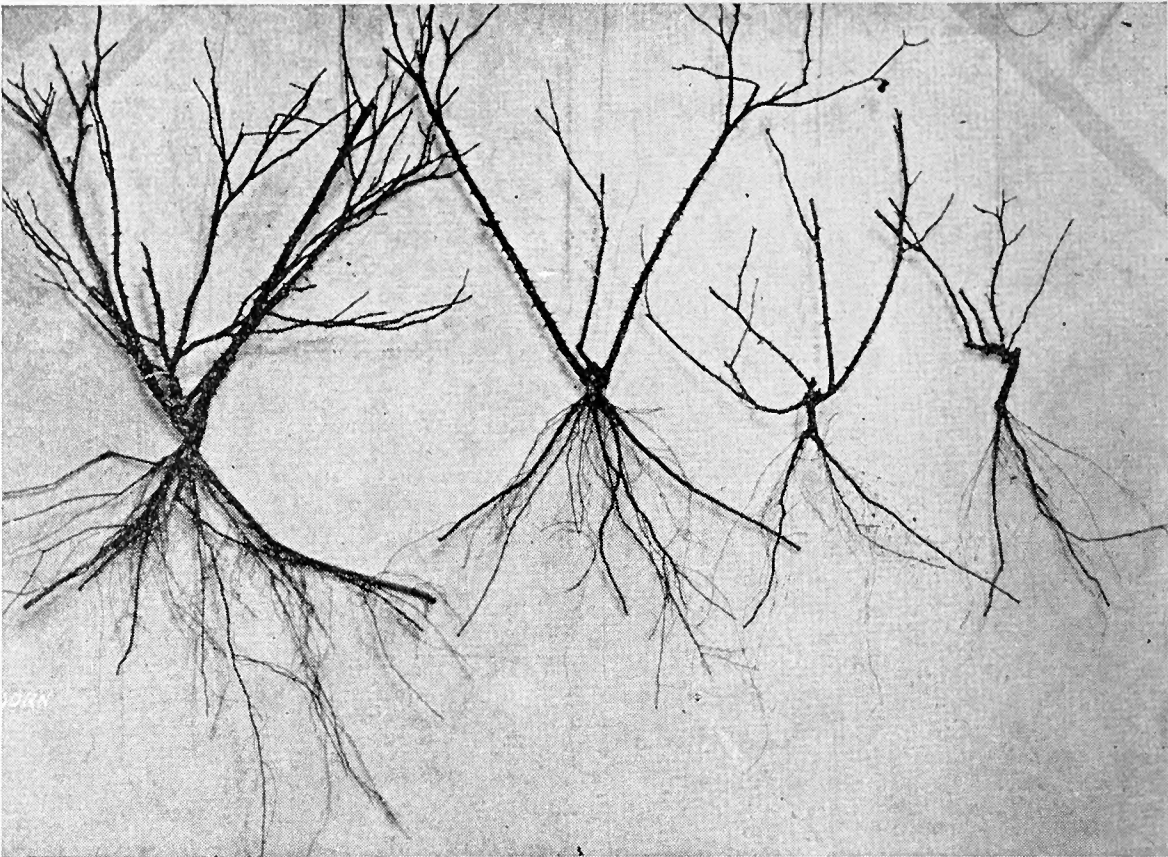
The American Association of Nurserymen has established the following rules for grading the strong growing (like Radiance) Hybrid Tea Roses. No. 1 grade, 3 or more strong canes 18 inches up; No. 1½ grade, two or more strong canes 14 inches up; No. 2 grade, 2 or more canes 12 inches up; No. 3 or cull grade, 1 or more canes 8 inches up. The No. 3 or cull grade may contain larger plants of poor shape or insufficient roots for the upper grades.

Length of limbs for the weaker growing varieties (most yellows) may be 4 inches less than the strong growers. The plants are lighter in weight.

Now a rose bush jobber may advertise "TWO-YEAR OLD ROSE BUSHES 19c EACH PREPAID," and fill your order with No. 3 grade and still be truthful and within the law. Or a price cutter may offer "Two-year bushes" at \$2.50 or \$3.00 a dozen and slip in a few under grade plants. Many rose firms use No. 1½ grade plants entirely and sell them as "Two-year roses"—and are truthful.

If you want No. 1 grade roses, don't be misled by the terms, "strong two-year" or "Prime two-year." Rose growers do not try to mislead each other with these terms—they sell to each other by standard grades. Our roses are usually cut back to about twelve inches before shipment.

If you desire the cheaper plants, we can furnish them.



Nationally Advertised
PATENTED ROSES

These patented, nationally advertised roses are grown and distributed by us by special license from the patent owner.

THREE PLANTS OF ONE VARIETY AT DOZEN RATE

VARIETY	EACH	DOZEN	VARIETY	EACH	DOZEN
ALEZANE (Pat. 116) Reddish brown	\$1.25	\$12.50	MME COCHET-COCHET (Pat. 129) Coppery pink	1.00	10.00
BETTER TIMES (Pat. 23) Perfect cerise-red blooms.....	1.00	10.00	McGREDY'S PINK (Pat. Pend.) Vigorous bright pink	1.50	15.00
BLAZE, Cl. (Pat. 10) Brilliant scarlet flowers.....	1.00	10.00	McGREDY'S TRIUMPH (Pat. 190) Scarlet and orange.....	1.25	12.50
COUNTESS VANDAL (Pat. 38) Two-toned pink & gold	1.00	10.00	McGREDY'S SUNSET (Pat. Pend.) Sunset shades.....	1.50	15.00
DOUBLOONS, Cl. (Pat. 152) Double yellow bloom.....	1.50	15.00	MRS. FRANCIS KING (Pat. 253) White; fragrant.....	1.00	10.00
*DONALD PRIOR (Pat. Pend.) Red Floribunda	1.00	10.00	REX ANDERSON (Pat. Pend.) Exhibition white	1.50	15.00
ECLIPSE (Pat. 172) Yellow streamlined buds.....	1.25	12.50	*ROCHESTER (Pat. 131) Oriental pearl; Floribunda.....	.85	8.50
ETERNAL YOUTH (Pat. 332) Delicate pink.....	1.50	15.00	ROME GLORY (Pat. 304) Mammoth red; exhibition.....	1.50	15.00
FEU PERNET-DUCHER (Pat. 103) Golden yellow	1.00	10.00	*SMILES (Pat. 334) Lovely pink; Floribunda.....	.85	8.50
FLASH, Cl. (Pat. Pend.) Flashing red and gold.....	1.00	10.00	*SNOWBANK (Pat. 279) White Floribunda.....	.85	8.50
GLOAMING (Pat. 137) Exhibition pink.....	1.00	10.00	STRATFORD (Pat. 160) Lustrous pink; strong grower.....	1.00	10.00
GOLDEN MAIN (Pat. 254) Dandelion yellow.....	1.25	12.50	SIGNORA (Pat. 201) Improved Hoover.....	1.25	12.50
GOLDEN STATE (Pat. 303) Buff-yellow.....	1.50	15.00	TEXAS CENTENNIAL (Pat. 162) Blood to cerise-red60	6.00
JEAN COTE (Pat. Pend.) Fragrant; orange-apricot.....	1.50	15.00			
MARY HART (Pat. 8) Fragrant; blood red.....	1.00	10.00			

*Note—Floribundas are especially desirable for mass planting. See additional varieties in Polyantha list.

The Finest Roses

35 Years Pioneering Best Methods of F

Order Your Roses by GRADES. All Our Roses Are Two-Year, Field-Grown and
Guaranteed to be Standard or Above Standard

RED ROSES

- AMERICAN BEAUTY—Planted less each year—does best in drier sections.
- AMI QUINARD—One of the darkest reds—semi-double flowers. Good grower.
- CHARLES K. DOUGLAS—Deep red. Pointed bud. Semi-double bloom. Strong grower.
- ETOILE DE HOLLAND—Probably the best dark red outdoor rose.
- E. G. HILL—Dark red. Fully double. Good grower and bloomer where adapted.
- ESSENCE—Dark red. Fragrant. Tall grower. Making headway as a garden rose.
- FRANCIS SCOTT KEY—Light red. Low stocky grower. Blooms average almost 100 petals.
- HADLEY—Dark red. Tall growing, soft wooded variety. Winter kills easily.
- NATIONAL FLOWER GUILD—Light red. Exceedingly strong grower. Semi-double blooms.
- RED RADIANCE—Most widely planted of all red roses.

Special Roses

CHRISTOPHER STONE—

This new, dark red garden rose has won national prominence in a short period of time because of its real value.

—Price: Each 65c, Dozen \$6.50

ROUGE MALLERIN—

New red roses of quite perfect form. Rich glowing scarlet. Petals soft and velvety. Damask fragrance.

—Price: Each 50c, Dozen \$5.00

MERMAID—

A Hybrid climber of Rosa Bracteata parentage. Especially adapted to South. Large single flowers of ivory white with lemon center.

—Price: Each 50c, Dozen \$5.00

MARECHAL NIEL—

The favorite climbing rose of the old South. Wonderfully fragrant. Double flowers of rich golden yellow.

—Price: Each 50c, Dozen \$5.00

ONLY NUMBER ONE GRADE PLANTS
FURNISHED IN THESE FOUR
VARIETIES

PINK ROSES

- ANTOINE RIVOIRE—Blush pink. Persistent growth and foliage. Old fashioned rose that should be planted more.
- BETTY UPRICHARD—Pink and gold. Strong grower, pointed bud. Semi-double open bloom.
- BRIARCLIFF—Sport from Columbia. Practically same shade and habit of growth.
- COLUMBIA—Silvery pink. Almost thornless. Moderate, upright growth.
- DAINTY BESS—Light pink. Single blossoms. Yellow stamens. Tall reliable grower.
- DAME EDITH HELEN—Medium pink. Large, double exhibition rose.
- EDITOR McFARLAND—Finest dark pink rose. Good plants and flowers.
- J. J. L. MOCK—Old, well known variety. Silvery pink, shy bloomer.
- LADY ALICE STANLEY—Double, two-toned pink on shapely, healthy plants.
- MARY, COUNTESS of ILLCHESTER—Large, brilliant pink blooms. One of best for South.
- MRS. CHAS. BELL—Best known as shell-pink Radiance. A sport from Pink Radiance.
- MME. BUTTERFLY—Ideal for cutting. Not a reliable strong grower, though still in demand.
- PRISCILLA—Dwarf, reliable grower. Fine buds and open flowers, good for cutting.
- PAUL NEYRON—Hybrid perpetual. Long, strong stems, large flowers.
- PINK RADIANCE—The world's most serviceable pink rose.

Polyantha Roses

The Polyanthas are mostly cluster-flowered roses which require very little pruning, and are rarely without bloom. They make beautiful hedges, fine edging plants, and a solid bed of any variety will furnish a mass of color all season long.

FOR PRICES SEE REGULAR SCHEDULE

- CECILE BRUNNER. The Sweetheart Rose. Miniature pink buds.
- *D. T. POULSEN. Deep crimson. Miniature pink buds.
- EBLOUISSANT. Velvety crimson. Dwarf plants.
- *ELSE POULSEN. Bright pink. Tall growing.
- GLORIA MUNDI. Orange-scarlet. Medium sized plants.
- GOLDEN SALMON. Lighter colored than Gloria Mundi. Plants larger.
- *GRUSS AN AACHEN. Flesh pink and salmon yellow. Large flowers.
- IDEAL. Dark scarlet. Blackish shadings. Bushy, medium height.
- KATHARINA ZEIMET. White. Sweetly scented. Medium height.
- *LAFAYETTE. Cherry-red. Medium growth. Our favorite.
- TRIUMPH DE ORLEANS. Clear pink. Bushy, medium height.

Come From Dixie

Production, Harvesting and Distribution

With This Wide Selection and Our Low Quantity Prices, You Can Now Afford a
Beautiful Rose Garden in Your Choice Colors

WHITE ROSES

- CALEDONIA—One of the best white roses. Finely formed buds and flowers.
KAISERIN AUGUSTA VICTORIA—Most perfect of all white roses. Highly perfumed.
FRAU KARL DRUSCHKI—Hybrid perpetual. Tall growing plants. Also known as White American Beauty.
MME. JULES BOUCHE—White, flushed with pink. Enormous producer of fragrant blooms.

TWO-TONED ROSES

- CONDESA DE SASTAGO—Burning copper inside petals, rich golden yellow reverse. Good plants.
EDITH NELLIE PERKINS—Two-toned pink and gold. A fine garden rose.
PRESIDENT HOOVER—Tall growing plant. Multi-colored blooms on long strong stems.
AUTUMN—Yellow flowers, streaked with red. Blooms splotch in damp weather.
TALISMAN—Brilliant scarlet, orange and yellow. Always popular.
MARGARET McGREDY—Orange-vermillion. Especially good for mass planting.

Everblooming Climbers

Blooms heavily in the Spring and intermittently thereafter. Pruning should be limited to removing dead or unthrifty wood.

Offered only in Supreme Grade and number One Grade.

- CL. DAINY BESS—Climbing form of Dainty Bess. With flowers like parent.
CL. CALEDONIA. Vigorous. Long pointed buds with semi-double blooms.
CL. COLUMBIA—Reliable grower. Silvery pink buds and blooms.
CL. MRS. ROWENA THOM—Extra stocky grower. Large pink double flowers.
CL. PRESIDENT HOOVER—Tall slender grower. Flowers same as parent.
CL. PINK RADIANCE—Like parent. Blooms mainly in May and June.
CL. RED RADIANCE—Same as Cl. Pink Radiance except in color.
CL. ETOILE DE HOLLAND—Dark red blooms and vigorous climbing habit.
CL. CECILE BRUNNER—Enormous grower. Miniature pink buds and flowers.
CL. TALISMAN—Blooms as good or better than parent. Strong grower.
CL. RAPTURE—Moderate growth. Delicate, creamy pink blooms.

YELLOW ROSES

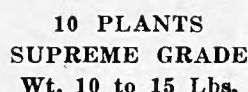
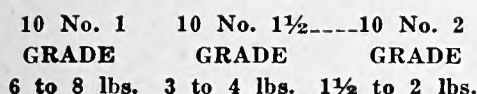
- GOLDEN DAWN—Large pale yellow tinged with pink. Easy growing plant.
GOLDEN OPHELIA—Well formed light yellow flowers. Good bud and stem for cutting.
GOLDEN RAPTURE—Golden yellow, fades in damp weather. Best in dry sections.
JOANNA HILL—Rich, creamy yellow. Used mainly in greenhouses.
JULIEN POTIN—Also known as Golden Pernet. Thrifty when kept free of black-spot.
LADY HILLINGDON—Lovely tea rose. Saffron yellow. Tea fragrance.
LUXEMBOURG—Rich golden yellow, shading to copper at center. A Southern favorite.
MRS. PIERRE S. DuPONT—Free blooming, rich golden yellow. Among the best of its color for the garden.
MRS. E. P. THOM—Golden yellow. Continuous bloomer if black-spot is controlled.
ROSELANDIA—A heavy producer of medium sized buds and blooms for cutting. Buttercup yellow.
ROSLYN—Rich golden yellow, orange on reverse of petals. A reliable yellow.
Soeur Therese—Big branching plants. Golden yellow flowers, splashed with carmine.
SUNBURST—Favorite, old bright yellow. Fine for cutting.

HARDY CLIMBERS

Bloom Only in the Spring. Excellent for Wall and Bank Covers.
Prune Only the Dead Wood

For covering walls, fences, or to train on trellises. Their foliage is attractive. Their Spring blooming period lasts for weeks. Prune only to remove old or dead wood.

- CHAPLIN'S PINK CLIMBER—Clusters of pure pink flowers for several weeks in the Spring.
DR. W. VAN FLEET—Dainty, flesh pink flowers on fine stems for cutting.
MARY WALLACE—Large cupped, bright pink flowers, tinted with gold.
MME. GREGOIRE STACHELIN—(Spanish Beauty) The largest flowered climber. Immense, crimson-pink flowers.
NEW DAWN—(Plant Pat. No. 1) An everblooming sport of Dr. Van Fleet.—Each \$1.50, Doz. \$15.00
PAUL'S SCARLET CLIMBER—Most brilliant of all. Clusters of burning scarlet.
PRIMROSE—Light primrose yellow. Almost fadeless.
SILVER MOON—Large white flowers with golden stamens.



Illustrations at left show you the different GRADES of roses harvested from the same field rows. Every plant the same age—two-year field grown plants.

**IN ORDERING BY GRADES YOU
GET JUST WHAT YOU PAY FOR.**

If you want a vigorous, well-branched plant, heavy root system and LOTS of BLOOMS the FIRST YEAR, Order No. 1 GRADE or SUPREME GRADE DIXIE ROSE PLANTS.

PRICE LIST

(Except Special Roses and Patented Roses, Specially Priced Herein)

Dixie Supreme Grade Roses, Ea. 45c; Per 10 40c Ea.; 20 or More 35c Ea.

Dixie No. 1 Grade Roses, Ea. 25c; Per 10, 22½c Ea.; 20 or More, 20c Ea.

Dixie No. 1½ or Medium Grade, Ea. 20c; Per 10 17½c; 20 or More 15c

Dixie No. 2 Grade Roses, Each 15c; Per 10 10c Ea.; 20 or More 9c Each

Assorted Varieties May Be Ordered at Above Prices

10% DISCOUNT IS ALLOWED IF BUNCHES of 10 NOT ASSORTED

On account of lower express rates on small packages for this season, ALL ORDERS will be sent EXPRESS COLLECT unless otherwise specified. Rose prices have been reduced to meet this. If you wish your plants prepaid, include additional amounts as listed below:

Dixie Supreme Grade.....	5c	Per Plant
Dixie No. 1 Grade.....	4c	Per Plant
Dixie No. 1½ (medium grade).....	3c	Per Plant
Dixie No. 2 Grade.....	2c	Per Plant

ORDER BLANK

Order by Grades

P. O. Drawer 30, TYLER, TEXAS

Order by Grades

IMPORTANT: Sometimes it may avoid delay to allow us to substitute, but should you not wish it, write "Do Not Substitute" here_____

If in doubt about varieties for your locality, write in COLORS of roses wanted, and whether climbers or bush, and we shall select the best.

[illegible]

**All Orders Shipped Express Collect Unless Added
Postage Is Included**

SPECIAL INSTRUCTIONS

SOLD TO

(Please Print Name)

Address _____

City _____ State _____

**If Shipping Point Different from Above Address,
Give Shipping Point Below**

Ship to _____

Address _____

City _____ State _____

Date Ordered_____19____

Date to Ship_____19____

TOTAL NO. OF PLANTS-----

TOTAL AMOUNT FOR PLANTS \$_____

Sign Here

How Cuttings Are Made



This nursery worker is making up "Rosa Multiflora Japonica" cuttings, eight inches long, from full length limbs. The cutter pictured is of the old tobacco, or cheese-cutter type, and is operated by a foot pedal.

Each handful of cuttings, after the weak or irregular ones are discarded, are laid in the open ended box for convenience in tying in bunches of two hundred.

Of the scores of root stocks obtainable, Multiflora Japonica is the one that seems most universally adapted to the various climatic conditions of the U. S.

